

South Carolina Statewide Lodging Outlook Report
March 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: March 2019	March 2019	% Chg	March 2019	% Chg	March 2019	% Chg	% Chg	% Chg	% Chg
United States	68.4%	-0.0%	\$132.66	0.6%	\$90.78	0.6%	2.6%	2.0%	2.0%
South Atlantic**	74.7%	0.4%	\$143.77	0.7%	\$107.37	1.1%	3.2%	2.0%	2.4%
South Carolina	69.5%	-0.5%	\$111.88	-0.8%	\$77.79	-1.4%	1.2%	2.6%	2.1%
Year-to-Date: January through March 2019	Jan-Mar 2019	% Chg	Jan-Mar 2019	% Chg	Jan-Mar 2019	% Chg	% Chg	% Chg	% Chg
United States	61.8%	0.4%	\$129.02	1.1%	\$79.68	1.5%	3.5%	2.0%	2.4%
South Atlantic**	67.0%	0.9%	\$136.75	1.6%	\$91.69	2.6%	4.6%	2.0%	3.0%
South Carolina	58.5%	0.0%	\$101.26	0.5%	\$59.28	0.5%	2.9%	2.3%	2.4%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Apr 2019	May 2019	Jun 2019
STR, Inc.	Occupancy Forecast	70.8%	66.0%	74.8%
<i>As of February 2019</i>	% Chg vs same month in previous year	-1.0%	-0.9%	-1.6%

Source: STR, Inc.